

**Title:** Targeting Benefits

**Purpose**

The State WIC Office will use outreach programs to potentially reach the most high risk participants.

**Authority**

7CFR 247.4(5) (I) & (II)

7CFR 247.4 (a) (5) (I) & (II), (7) (18)

**Policy**

It is the policy of the Montana WIC Program to provide WIC services to the most high risk participants. Outreach and advertising will focus on reaching high risk potentially eligible participants.

---

**I. Outreach**

- A. Networking with agencies, groups and individuals will be the preferred method of outreach in terms of targeting benefits.

**II. Methods of Targeting Benefits**

- A. The State WIC Office, recognizing the importance of cooperation, will continue to use available opportunities to educate health professionals about WIC services and benefits.
- B. The State WIC Office, along with the local agencies, will provide agencies, organizations and offices in the outreach network with materials describing WIC and its locations and the locations of agencies serving the homeless.